



### Director of Communications

Department:	Mayor's Office	Rate of Pay:	\$58,345 - \$59,510
Location:	County-City Bldg.		
Shift:	Monday - Friday	Hours:	8:00 a.m. – 5:00 p.m. Evenings & weekend work may be necessary
Posting Date:	2/06/13	Closing Date:	3/09/13

#### SUMMARY

Under general supervision, develops and executes media and communications strategy for the Mayor's Office; drafts press releases and media advisories; builds effective working relationships with members of the press; schedules press opportunities and interviews; staffs the mayor for press events; provides quotes from the mayor's office; writes newsletters and other external communications; leads social media presence for the office; helps manage the branding of the Mayor's Office and the City on a local and national level.

#### RELATIONSHIP ACCOUNTABILITY:

- This appointed position serves at the pleasure of the Mayor.
- This position reports to the Chief of Staff.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Media and Press
  - Drafting press releases and media advisories
  - Scheduling and coordinating press opportunities and interviews
  - Staffing the mayor for press events
  - Providing quotes and researching information for media inquiries
  - Meetings with communications directors, newsroom directors, individuals seeking assistance for media
- Social Media
  - Moderating social media presence and city webpage
  - Photograph events and post to Facebook page
  - Research stories to report out of the city and mayor's office
- Written Communications
  - Newsletters and columns
  - Assistance with city reports

#### ADDITIONAL DUTIES AND RESPONSIBILITIES:

- Seeking out communication opportunities for the mayor
- Internal daily news report
- Grant research and writing
- Event planning and community outreach

## **EDUCATION AND EXPERIENCE**

- College degree; additional education preferred.
- Experience as communications director or press secretary preferred

## **KNOWLEDGE, SKILLS AND ABILITIES:**

- Required
  - o Strong writing and communication skills
  - o Understanding of the media process
  - o Willingness to learn and be flexible in the position
  - o Dedication to the vision and priorities of the administration
- Recommended
  - o Experience with communication strategy
  - o Reporting background
  - o Background in public policy
  - o Working knowledge of City or County government
  - o Knowledge of the Microsoft Suite
  - o Social media strategy and implementation

## **PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit and walk, and talk or hear. The employee is occasionally required to walk; use hands to finger, handle or feel objects, tools or controls; and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required in this job include vision and the ability to adjust focus.

## **LICENSE, CERTIFICATE OR REGISTRATION REQUIRED:**

Valid Indiana Driver's License if required to drive City vehicle

## **DRUG SCREENING REQUIRED**

Apply no later than 3/09/13, City of South Bend, Human Resources, 227 W. Jefferson Blvd., 12<sup>th</sup> Floor, South Bend, IN 46601 or to apply online, go to [www.southbendin.gov](http://www.southbendin.gov)

### **Equal Opportunity Employer**

All qualified applicants will receive consideration for employment without regard to age, race, color, religion, sex, disability, sexual orientation, gender, veteran status or genetic information.